The National Association of Educational Broadcasters

ANNUAL CONVENTION

UNIVERSITY OF OKLAHOMA
NORMAN

OCTOBER 29, 30, 31, 1953

What Is NAEB?

The National Association of Educational Broadcasters, incorporated as a nonprofit organization, is composed of institutions, groups and individuals who are engaged in non-commercial, educational broadcasting through their own institutionally-owned stations (AM, FM or TV) or through the facilities of commercial stations.

What Is the Function of NAEB?

NAEB exists for three distinct purposes: (1) to serve all educational broadcasters through the various *services* which have been and are being established—the NAEB Tape Network, the NAEB Newsletter, Consultant Services, Grants-In-Aid, Seminars and Workshops and Publications; (2) to provide *leadership* for educational broadcasters wherever they may be through the prestige of a national organization that has achieved national and international recognition; (3) to sponsor valuable *research* projects and activities in the field of educational broadcasting and to make the results of its research program available to everyone concerned.

What Is the Membership of NAEB?

There are FOUR membership classifications in NAEB: Active, Associate, Affiliate and Honorary. As of October 29th, 1953 there are 103 active members; 88 Associate members; 21 Affiliate members and one Honorary member for a total membership of 213.

The National Association of Educational Broadcasters

1953 CONVENTION

PROGRAM

Convention Theme: "*Better Communications for Better Understanding*"

THURSDAY, OCTOBER 29

8:00 - 12:00 Noon

Registration—Lobby, Meacham Auditorium, Oklahoma Memorial Union
Open Meeting of the Board of Directors of NAEB . . . Room 165, Union Building
(Open only to Active and Associate Members of NAEB)

12:00 - 1:30 P.M.

Luncheon . . . . . No formal arrangements
(Convention members may have lunch in either the Ming Room or Will Rogers Cafeteria in the Union Building)

2:00 - 5:00 P.M.

First General Session . . . . Auditorium, Felgar Hall (Engineering)
Presiding: John W. Dunn, Director of Region V, NAEB

Welcome to the University of Oklahoma . . . Dr. G. L. Cross
President of the University of Oklahoma

"*The Role of Communications in Achieving Educational and Cultural Goals in Our Country*" . . . . . Stewart Harral,
Director of Public Relations Studies, University of Oklahoma

"*The Need for Better Communications Between Peoples of the World*" . . . . . Peter Aylen,
Director of Radio, The United Nations, New York City

Questions and Discussion from NAEB Respondents:—

George Probst, Radio Office, University of Chicago
Allen Miller, KWSC, Washington State College
Richard B. Hull, WOI-AM-FM-TV, Iowa State College
Armand Hunter, WKAR-TV, Michigan State College
Lucile Ruby, WLSU-FM, Louisiana State University
James F. McAndrew, WNYE-FM, Board of Education, Brooklyn

"*The Place and Responsibility of NAEB as a World Leader in Communications*" . . . Graydon Ausmus, President, NAEB

6:00 - 8:30 P.M.

WE GET ACQUAINTED, Southwestern Style Barbecue . Terrace, Union Building

Indian Dances–O. U. Sequoyah Club
Square Dances–Silver Spur Square Dance Club

9:00 - 11:00 P.M.

Work Sessions of NAEB Standing Committees . . . Meeting Places to be Announced on NAEB Bulletin Board

FRIDAY, OCTOBER 30
9:30 - 11:30 A.M.

Second General Session . . . Meacham Auditorium, Union Building
Presiding: Waldo Abbot, Director of Region III, NAEB

"*State Governments' Responsibilities in the Field of Educational Communications*" . . . The Honorable Johnston Murray, Governor of the State of Oklahoma

"*Summary of Foundation Achievements in the Field of Educational Communications*" . . . . . Harold McCarty, Director, Wisconsin State Radio Council, Madison

Questions and Discussion from NAEB Respondents:–
Seymour Siegel, Past President, NAEB
Harry J. Skornia, Executive Director, NAEB
Parker Wheatley, Director, WGBH-FM, Boston
Graydon Ausmus, President, NAEB
Jim Miles, Secretary and Former Executive Director, NAEB
Frank Schooley, Treasurer, NAEB

12:00 - 1:30 P.M.

NAEB Luncheon . . . . Dining Rooms 1, 2, 3–Union Building
Presiding: Allen Miller, Director of Region VI, NAEB

"*The FCC Looks at Educational Radio and Television*" . . The Honorable Rosel H. Hyde, Chairman, The Federal Communications Commission

2:00 - 3:30 P.M.

Third General Session . . . Meacham Auditorium, Union Building
Presiding: Jim Miles, Director, WBAA, Purdue University

"*The Contribution of National Broadcasting Systems to Better International Understanding*"

For The Canadian Broadcasting Corporation . Neil Morrison

For the British Broadcasting Corporation . . Basil Thornton

For Radio Diffusion Francaise . . . . . Alice Lewitin

For Radio Italia and Others . . . . . Seymour Siegel

Questions and Discussion from NAEB Respondents:–
Ed Adams, KUOW-FM, University of Washington
Robert Van Duyn, Kellogg Foundation
Robert J. Coleman, WKAR & WKAR-FM, Michigan State College
Carl Menzer, WSUI & KSUI-FM, State University of Iowa
Ed Browne, KFKU & KANU-FM, University of Kansas

TEN MINUTE BREAK

3:45 - 5:00 P.M.

Business Session of NAEB . . Meacham Auditorium, Union Building
(For Members Only; voting restricted to Active members in Good Standing)
Presiding: Graydon Ausmus, President of NAEB

Selection of Meeting Place for 1955

Election of Officers and Directors for 1954

6:00 - 7:45 P.M.

NAEB Banquet . . . . . Dining Rooms 1, 2, 3–Union Building
Presiding: Frank Schooley, WILL, University of Illinois

"*Responsibility of Educational Broadcasting*" . . Paul A. Walker, former Chairman, The Federal Communications Commission

8:00 - 11:00 P.M.

Reports from NAEB Standing Committees–Room 165, Union Building
Presiding: Graydon Ausmus, President of NAEB

SATURDAY, OCTOBER 31

9:30 - 11:30 A.M.

NAEB Educational TV Clinic . Meacham Auditorium, Union Building
Presiding: Ralph Steetle, Executive Director, Joint Committee on Educational Television

Resource Panel:

William H. Sener, Director, Telecommunications, University of Southern California
John C. Schwarzwalder, Manager, KUHT-TV, University of Houston
Richard B. Hull, Director, WOI-TV, Iowa State College
Robert Mullen, Executive Director, National Citizens Committee for Educational Television

Members of the Convention are urged to participate freely and to use the Resource Panel for any questions they may wish to ask regarding educational television.

12:00 - 1:30 P.M.

NAEB Luncheon . . . . . Dining Room 5, Union Building
Presiding: Earl Wynn, Director, Region II, NAEB

"*Desirable Services for NAEB*"—RESEARCH (Robert J. Coleman); LIAISON (Allen Miller); ENGINEERING (Carl Menzer); TELEVISION (Robert Schenkkan)

2:00 - 5:00 P.M.

NAEB Workshop Sessions . . Meacham Auditorium, Union Building
Presiding: Parker Wheatley, Director of Region I, NAEB

General Theme of Sessions: "*Significant Trends in Programming for Existing Media of Educational Communications*"

Note: The sessions will convene in Meacham Auditorium and then break up into sectional workshops. The session will reconvene at 4:00 p.m. in the auditorium for brief reports from each of the three groups.

University and College Educational AM & FM Stations Room 165, Union Building
Chairman: William Harley, WHA, University of Wisconsin

Resource Panel: Northrup Dawson (KUOM); Lee Eitzen (WSUI); Richard Vogl (WOI); Walter Whitaker (WUOA-FM)

School Broadcast Stations . . . . . Room 160, Union Building
Chairman: Vernon McKown, WNAS-FM, New Albany, Indiana

Resource Panel: Marguerite Fleming (KSLH-FM); Elaine Tucker (KOKH-FM); Jay Stillinger (WBOE-FM)

Educational Production Centers . . . Room 161, Union Building
Chairman: Gayle Adkins, Radio House, University of Texas
Resource Panel: Ferron Halvorson (Texas Tech); Sydney Head (Miami University)

6:00 - 8:30 P.M.

NAEB Dinner . . . . . Dining Rooms 1 and 2, Union Building
Presiding: New President of NAEB, 1954

"The Challenge for 1954": The New President of NAEB
Comments by:
Marguerite Fleming (KSLH-FM); Earl Wynn (Communication Center, North Carolina); Keith Neighbert (KUSD); Robert Hilgendorf (KASC)

FOR YOUR CONVENIENCE

For committee chairmen and others wishing to use typewriters, Room 228, Public Relations Room of WNAD will be provided with typewriters, paper, etc. for your convenience. If you wish secretarial help please let us know in advance and we will try to accommodate you. Headquarters for the In-School Program Acceptance Committee will be Room 235, WNAD. Special meeting rooms can be arranged for any group wishing to meet; please give us advance notice so that we can make the arrangements.

YOUR HOST AND CO-HOSTS

Your host for the 1953 NAEB Convention is the University of Oklahoma (WNAD and WNAD-FM). Co-hosts are the Oklahoma City Public Schools (KOKH-FM), the Oklahoma A & M College and the University of Tulsa (KWGS-FM). You are cordially invited to visit the facilities of our co-hosts if you are driving through or near Oklahoma City, Stillwater or Tulsa.

COURTESY PARKING CARDS

Please ask the registration desk for Courtesy Parking Cards at the time you register, that is if you are driving a car. These Courtesy Cards are good for any university parking lot but are NOT good for meter zones. We recommend that you park in the parking lot immediately north of the Union Building.

CHECK ROOM SERVICE

For your convenience, the Second Floor Check Room will be open from 9:00 a.m. to 5:00 p.m. for the delegates and guests of NAEB. There is no charge for this service.

THE OKLAHOMA MEMORIAL UNION

With the exception of one meeting, all sessions and scheduled meals will be held in the beautiful Oklahoma Memorial Union Building. All of the facilities of the Union are at the disposal of convention guests and delegates. The offices and studios of WNAD and WNAD-FM are located in the south wing of the Union. You are cordially invited to make yourself at home around WNAD.

REGISTRATION AND MEAL COSTS

Registration for all sessions of the NAEB Convention is $7.50. Registration is free for the wives and husbands of convention members and for students. Students must present their ID cards to the Registration Desk for a badge. Single day registration fee is $2.00.

Meal costs have been held to a minimum and yet have good food and service. Convention delegates and guests must buy their meal tickets for scheduled NAEB meals at the time of registration. Our arrangements with the Oklahoma Memorial Union require that we give them a guarantee on all meals. Your cooperation will be appreciated. Meals will be served promptly at the times scheduled.

Thursday Evening Barbecue—$2.00
Friday Noon Luncheon—$1.75
Friday Evening Banquet—$4.00
Saturday Noon Luncheon—$1.50
Saturday Evening Dinner—$2.50

MAIL, TELEPHONE AND TELEGRAPH

If you are expecting mail, telephone calls or telegrams addressed in care of the convention, please call at the WNAD Information Desk. You may leave messages at the Information Desk for other convention members. The Information Desk will be open daily from 8:00 a.m. to 10:00 p.m.

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